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## Bangor Radio Value Days Window Shopping

WLBZ Radio

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**University of Maine Raymond H. Fogler Library Special Collections Department**

Transcript of a sound recording in MS 608, WLBZ Radio Station Records, Bangor, Maine, 1931-1973

Title: Bangor Radio Value Days Window Shopping

Date: Not dated. Circa 1955.

Recording number: Tape 10

Length of recording: 14:37

[Transcript begins]

Hunter: This is Irving hunter and believe it or not, I'm window shopping on Main Street at the time that this tape recording is being made, something that maybe you'd like to do, because tomorrow and Saturday will be Bangor Radio Value Days, a big, citywide event with bargains all over town. And, well it's a bit rainy, maybe you don't get a chance to go window shopping, this kind of weather, so I'm going to do it for you.

First, reminder that for money-saving bargains and wonderful prizes, be sure to shop in Bangor tomorrow and Saturday. Bangor Radio Value Days. Low sale prices will be in force all over the city. The progressive merchants of Bangor taking part in the event will be displaying bright yellow signs, so look for the signs, Bangor Radio Value Days, and save money on timely items, and get an opportunity to win a clock radio or a portable radio. Over \$1,200 worth of prizes will be given away. You don't have to make a purchase to be eligible, and there's no obligation. Just fill out a coupon. So remember, it takes place tomorrow and Saturday, Bangor Radio Value Days.

Well, we started out from the studio of WLBZ at 100 Main Street and we're now making the first stop in front of Freese's to do a bit of window shopping here. First window has a group of items that will be of an especial interest to you ladies. For example, \$1.39 pinwale corduroy on sale tomorrow and Saturday at only .89 cents a yard. Your choice of colors in the window, a handsome red and a beautiful purple, \$1.39 pinwale corduroy, .89 cents the sale price. Looking for some curtains or draperies to use during your fall housecleaning, get the house all slicked up? Well, here in this window we see figured dacron curtains, value, \$5, and they're going to be on sale for \$2.98. The same is true of tailored dacron curtains. They're on sale. The regular value is \$4.50, sale price \$2.69. Or if it's draperies that you have in mind, be sure to see these damask draperies, \$3.98, now \$2.98, or at least they will be tomorrow by the time you get around to shopping. Lady Pepperell sheets, \$2.79 is the regular price, the sale price will be \$2.19. Those will be on sale Friday, according to the sign there. Now, that points out that it might be a good idea to start shopping first thing in the morning. Some of these items, of course, might not be on sale Saturday because they just won't last that long. People will be snapping up the bargains.

Well, let's take a walk down Main Street to some of the other windows here. Still items of a special interest to the ladies. Let me see now, this window is all full of glittering articles, including costume jewelry, items four for \$1 plus tax. Necklaces, earrings, bracelets, well, you can come down and look

them over at Freese's, four for \$1 plus tax tomorrow and Saturday. Here's some beautiful handbags, values to \$7.50, and the sale price on them, also just \$1 plus tax. Well now, there's an item up here that we can tell about for the men. At last, an item for the men, men's linen handkerchiefs, .39 cent handkerchiefs will be on sale for .29 cents. All sorts of hosiery on sale, according to the big display in the window here, regular \$1.39, one pair on sale for \$1.19, three pairs for \$3.55, or six pairs for \$7.05. Chance to stock up on nylons and save yourself some real money. This is the Phoenix once-a-year sale that will be featured at Freese's for Bangor Radio Value Days.

Well, let's keep walking right along here. We can't spend too much time on our window shopping if we're going to get around the city as much as possible. Here's a whole window full of dresses, skirts, and blouses. Well, let's just take up one or two samples. There is a \$10.95 dress that will be marked down to \$7.50. Well, it is marked down because the sign's right on there now. You can pick that up tomorrow or Saturday at Freese's. Other sample prices, there's a topper, originally \$19.95, now just \$10.95, a \$6 hat for \$4, an \$8 hat for a \$1.98. Well, they're really cutting prices and having a big clearance sale tomorrow and Saturday.

Well, we could go on down the whole length of windows at Freese's, but I don't think that we'll do that. I will keep on going, I think, and take a look in the window of the Men's Shop and see what might be there because we don't want to overlook the bargains that the men will be looking for, or maybe the housewife will be picking up for the man of the family. Here, for example, are short sleeve sports shirts in a variety of colors, \$1.98 shirts on sale for \$1 and the same price range for some summer pajamas, \$1.98 the regular price, \$1 the sale price. All sorts of summer ties, there's a handsome array, \$1.50 ties for \$1. And here is a window that I'm sure that all the men would be interested in, all sorts of handsome jackets, suits and slacks in this window. Well, there is a \$55 suit that you can buy at a \$10 discount during Bangor Radio Value Days tomorrow and Saturday. A \$10 discount on a \$45 suit, all pants and slacks \$7.95 to \$13.95, will be going at \$2 off the regular price. There's a whole group of \$7.95 jackets on sale at \$4.95 each. Well, that gives you just a vague idea probably of the many, many bargains that will be on sale at Freese's. And we'll march around the city and do some more window shopping in just a moment.

Our window shopping has taken us now to the Farrar Furniture Company across the street from Freese's, and let me see, here is a big group of signs, Bangor Radio Value Days Specials, and one of them is the famous Kroehler cushionized furniture. This is a two-piece set that ordinarily sold for \$249.50, now the price tag is \$209.50. This is what they call the sectional type of furniture, I believe. It's set up with a table in the corner, this is a corner arrangement, and a very handsome one, too. Bright red furniture and a real good mark down there, genuine Kroehler furniture on special sale. And that's just one of the items in the windows here at Farrar's. Let's take a look around again. We see all sorts of lamps, for example an \$18.95 lamp marked down to \$10.95, and there are many others too, but we'll move along to this group of furniture here. There is a handsome matching sofa and chair, beautiful green color, and this too is Kroehler, the cushionized furniture. The sale price, \$189.50. Now this set originally was \$239.50, so there is a very good saving right there. A handsome coffee table also in the display. It goes very well with that set. The original price \$32.95, the sale price, \$24.95. Well, that will give you an idea of some of the many fine items on sale at Farrar's for Bangor Radio Value Days. We

could tell you about some more, but maybe you'd better come down and look around yourself, not only in the windows but inside the store. And we'll continue on our shopping tour and tell you about some of the other stores.

Incidentally, while I mention other stores, I'd like to give you the list of the stores who are taking part, at least in part, at this time: Cortell-Segal Company, Boyd and Noyes, The Star Store, Crown Jewelers, W. T. Grant Company, Manhattan Jewelers, Lougey - Frederick's, Furbush-Roberts Company, The Standard Shoe Store, Friedman Furniture Company, and many others, but I'll tell you about those a little later. In other words, it is a big, citywide sale with all sorts of merchandise on sale.

Our window shopping continues on Main Street. We've walked down the street and crossed over to the Standard Shoe Store, and looking in the window here, we see a sign that says, sale, final reduction on Summer Airsteps only \$8.99, and a big display of beautiful Airstep shoes. American Girl shoes, as little as \$5.99, Foot Flair's \$8.99, and you see such colors as red, of course all white, brown and white, blue and white, very handsome summer shoes on sale. And here's another special value, Softmarks with cushion insoles, and these are only \$2.98. Indian beadwork on them, various colors, and looks like a very good buy there. On the other side, representing some of the buys in the low heel shop, Buskin's, the soft shoe with a crepe sole, now in medium widths, only \$3.99. Various colors for your approval there, too, and a whole window full of all sorts of low heeled shoes, flats, and wedges, final reduction, such prices as \$2.99 and \$3.99, all colors and all styles. Right next to that, a display of men's footwear and we see that the famous Ball Brand Thick Ease, those canvas top shoes, are now only \$3.99. Brown, blue, or red, take your choice, low sale price, \$3.99. Well, there are many more. Standard, of course, is the largest shoe store in the state of Maine. We couldn't possibly tell you about all the bargains. Drop in at the Standard tomorrow and Saturday, Bangor Radio Value Days.

Window shopping now at the J.J. Newberry Store on Main Street in Bangor. Incidentally, look in the Newberry windows to see the clock radios and the portable radios that will be the free prizes for Bangor Radio Value Days. Also take a look at the many picnic items that are on sale. Lots of picnic weather left, chance to buy some items to go along with that at some real reasonable prices. For example, there's a sensational broiler that will cost you only \$2.87 and you'll get, free, a five-pound bag of charcoal to go along with that. Now the original price was much higher, and this is only one of the many picnic items on sale. Look in the window and see them for yourself. And right near Newberry's of course, Crown Jewelers, and going by there, we heard a cuckoo clock. Wish it would go right now but I guess it's not going to. It's an imported Black Forest cuckoo clock originally priced at \$32.50, strikes on the hour and on the half-hour, and the sale price for Bangor Radio Value Days, only \$11.95 plus tax. Better see that clock and pick one up at this very special low price.

Across the street and across the crosswalks to the W.T. Grant store. They, too, are participating in Bangor Radio Value Days and offering, among other things, a chance to stock up on fall clothes. Well now, let's see, all sorts of values in the windows, regular \$5.98 nylon tricot slips specially priced at only \$2.77, sizes 32 to 40. New Zealand leather handbags special at only \$1.98, so be sure to shop at W.T. Grant's tomorrow and Saturday. Up the line, we come to the far end of Main Street and up at Manhattan Jewelers, look in there and see the Westinghouse TV set, \$269.95, that's on sale for \$199.95,

a chance to save \$70 on this beautiful Westinghouse TV set. Well, a lot more window shopping to be done. I wish we had the time to do it ourselves. Just an invitation to pass along to you to be sure to be in Bangor, do some window shopping and regular shopping tomorrow and Saturday, Bangor Radio Value Days. Among the stores participating, we gave you a list of while ago. Let's see there's also the Harmon Piano Company, Carroll's Cut-Rate store, Betts Book Store, Bangor Hydro-Electric Company, Frawley's Drugstore, Rice and Tyler Company, David Braidy Store, The Boston Store, Enterprise Shoe Store, The Besse System Company, United Stores, J.J. Newberry Store, Farrar Furniture Company, Endicott Johnson, the Rines Company, Crosby Buick Company, and Schiro's Bangor Shoe Store.

[Transcript ends]

For more information about this transcript, audio recording, or other materials in Special Collections at the University of Maine, contact:

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